

Little Page
Waiting
a photoplay in 2 Reels
Directed by Stephen Roberts
Author of Photoplay -
Lloyd Hamilton Corp.
U.S.A.

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PRESS SHEET

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HAMILTON

COMEDIES

Lloyd Hamilton
in



Directed by Stephen Roberts



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

HAMILTON'S POPULARITY DATES BACK TO THE OLD KALEM DAYS

Star Has Steadily Increased in Box Office Value Over Many Years

Lloyd Hamilton has been a popular comedy performer over a long period of years. Starting way back with the Kalem Company as the senior member of the then famous team of "Ham & Bud," clear up to the present day, Lloyd Hamilton has been a front rank comedian.

During his association with Educational, Hamilton has steadily increased his popularity until today he stands recognized as one of the best box-office and entertainment assets an exhibitor can secure.

Hamilton's characterizations on the screen are distinctive and his checkered cap and peculiar walk have contributed more than their share of comedy entertainment of the screen.

"Waiting," his latest comedy, presents Hamilton in his familiar makeup. The scene is laid in a restaurant with the bashful and embarrassed Lloyd as a waiter. It doesn't take a lot of imagination to foresee that this comedy will provide laughter in wholesale lots.

The Story

Lloyd is so happy. He is calling on his best girl and is going to take her for a ride in his flivver.

He finds Ruth waiting for him in a new dress—a striped one supposed to be of an exclusive pattern. Jumping into the car they start away just as Lloyds rival appears, driving a sporty looking car. He is too late, but he picks up Ruth after she has been jolted from Lloyd's car.

Lloyd does not notice her disappearance until the couple drives past him. He sees they are heading for a cafe and beats them to it. He thinks he will recognize Ruth by her dress—but it is about as exclusive as a brunette complexion in Alabama. Finally he sees her and tries to follow her into the cafe, but he is thrown out.

But another manner of entry presents itself. A sign tells him that a dishwasher is wanted inside the cafe and he goes in and applies for the job. He gets it and is set to the task of washing a huge stack of dishes.

After smashing most of the stock the proprietor decides that Lloyd will make a better waiter than a dishwasher. He is given an apron and sent out to serve. He serves soup down the patrons' necks, pie in their laps and finally sets fire to himself when he tries to manage a rarebit.

Then the proprietor tries to throw him out and Lloyd runs into a private dining room just in time to save Ruth from the unwelcome attentions of his rival. When the rival sees Lloyd he takes a husky swing at him. Lloyd dodges and the blow knocks out one of the pursuing waiters. More blows fell more waiters until the last man, the tough chef, manages to get in a sock that crumples the rival just as he goes down.

Lloyd rescues Ruth. It's been a perfect though hectic, day.



LLOYD
HAMILTON IN
EDUCATIONAL-HAMILTON
COMEDIES

For Electro Order No. 3666-E

For Mat (Free) Order No. 3666-M

TRAILERS

Trailers are now available on Hamilton Comedies, starting with this release.

These trailers are mighty good exploitation material. They are made from selected scenes from the comedy and they are shown to your patrons at a time when they have nothing to do but read the announcements on the screen.

Be sure to order them from the National Screen Service and to keep them posted on your future bookings on Hamilton Comedies.

WHO'S WHO in "Waiting"

The Waiter LLOYD HAMILTON
The Girl Ruth Hiatt
The Rival Glen Cavender
The Headwaiter Otto Fries
The Chef Bill Blaisdell
Directed by Stephen Roberts

EXPLOITATION

More and more the Short Subject is becoming recognized as a vital part of the entertainment value of the program. And more and more is its box-office value becoming apparent to exhibitors who give some thought to the proper consideration it should have in advertising and exploitation.

Every picture on your program is chosen for its entertainment value. And good entertainment value is also good box office value because your patrons come to your theatre for entertainment. It does not take a lot of intelligence to see that people can be easily sold something they want.

Selling your Short Subjects to your patrons is not an expensive operation.

The space they require in newspaper advertising is small; the cost of the accessories—the ones, threes, the lobby photos, slide, electros or mats, is a small investment compared to the returns you will get in increased business and patronage and the firmer establishment of your business against competition and future hard times.

PARAGRAPHS For Your Program

In addition to the feature—Lloyd Hamilton's furiously funny two reeler, "Waiting."

* * *

Additional attraction—Lloyd Hamilton in his latest side-splitter, "Waiting." Two reels of excellent comedy.

* * *

Laugh and keep healthy—See Lloyd Hamilton in his latest Hamilton Comedy, "Waiting." It's a regular fun feast.

* * *

Lloyd Hamilton and Ruth Hiatt in two reels of crackerjack comedy. "Waiting"—You'll laugh for half an hour.

* * *

Full of side-splitting laughs—a half hour of the best comedy in town—"Waiting" with Lloyd Hamilton and Ruth Hiatt.

LLOYD HAMILTON PERFECTLY CAST IN NEW COMEDY

As Waiter in Cafe Star Provides Two Reels of Clever Fun

(Newspaper review for use after showing of picture)

Lloyd Hamilton is perfectly cast in his latest two reel Hamilton Comedy, "Waiting," which is furnishing the hilarity on the bill at the.....Theatre.

Hamilton has made his way to fame and fortune by the portrayal of a small town boy, easily embarrassed, and has perfected himself in this character until his baggy pants, checkered cap and tie, together with his peculiar hip-knee-ankle gait have become as well known as Chaplin's mustache and derby or Buster Keaton's frozen face.

In "Waiting," Hamilton is cast as the boy who goes to the city and gets a job as dishwasher and later as a waiter in a "swell" cafe and cabaret. Hamilton's mishaps when he tries to wash mountains of dishes or when he tries to serve meals in the crowded dining room are the basis of a lot of fast and wholesome fun.

There are several unusually funny gags and situations in the comedy, one of them at least furnishing a real thrill. Hamilton, driving a flivver, drives it completely through a trolley car and out on the other side and over a high trestle.

He is supported by a big cast with pretty Ruth Hiatt as his leading lady. Otto Fries, Glen Cavender and Bill Blaisdell have prominent parts in the comedy.

The picture was directed by Stephen Roberts from a story by the late Fred Hibbard.

HAMILTON PLAYS COMEDY WAITER

(Newspaper review for use after showing of picture)

Lloyd Hamilton's latest two reeler, "Waiting," an Educational-Hamilton Comedy, now at the.....Theatre, presents the inimitable Lloyd in one of his funniest comedies and one of his best characterizations, that of a waiter in a "swell" cafe.

Hamilton makes the most of the many opportunities offered him for fast and hilarious action with the result that the comedy moves at a fast pace and the laughs come thick and often.

He is supported by a cast composed of Ruth Hiatt as leading lady, with Glen Cavender, Otto Fries and Bill Blaisdell in supporting roles. The direction is by Stephen Roberts.

HAMILTON WON FIRST RANK THROUGH YEARS OF HARD WORK



LLOYD HAMILTON
in a scene from
"WAITING"

For Electro Order No. 3759-E
For Mat (Free) Order No. 3759-M

CLEVER GAGS IN HAMILTON COMEDY

(Prepared as advance publicity story)

Patrons at the.....Theatre..... will gasp in amazement at the ingenuity of the makers of the funny pictures when they see Lloyd Hamilton, who is appearing at this theatre in his latest two reel side-splitter, "Waiting," drive a flivver completely through a moving street car.

The demand for the best in comedy entertainment has forced the makers of these laugh producers to burn thousands of kilowatts of midnight juice in their search for originality and ingenuity in their comedies. For this reason a "gag" department is an indispensable part of the personnel of every comedy studio and these astute and clever young men think up the situations or gags for the pictures made at the studio.

A good "gag" man is rare for he must have, in addition to an intimate knowledge of comedy values, a mechanical turn of mind as he must always keep in mind the limits and possibilities of the motion picture camera. Many of the stunts originated call for clever construction and skillful mechanics.

Long Hard Climb Lands Comedian in Front of Comedy Field

(Prepared as advance publicity story)

Motion picture stars sometime spring into prominence literally over night. A new name blazes in the lights, a whirlwind publicity campaign, one success—and the star is "made." In practically every case these stars are of the fair sex.

But who ever heard of a comedian being made over night?

Screen comedians are never made in that fashion.

Their stardom comes, almost without exception, as the result of years of hard work and experience.

Lloyd Hamilton, who will be seen in his latest two reel comedy, "Waiting," at the.....Theatre....., won his place in the front rank of present day comedians only after years of work both on the stage and screen.

Years ago Hamilton was playing in that great training school for stars, a stock company where he played all kinds of parts. When he graduated to the screen he played character parts and heavies in western dramas until he was made a featured comedian by the Kalem Company in the "Ham and Bud" comedies. Hamilton then played with a huge mustache, with Bud Duncan as the junior half of the team.

Then Hamilton found his big chance when he was first starred by Jack White in Mermaid Comedies. This led to the formation of the Hamilton comedies and the starring of Hamilton in comedies bearing his name.

LLOYD HAMILTON IN GOOD COMEDY

(Prepared as advance publicity story)

One of the most popular stars in short comedies, Lloyd Hamilton of Educational-Hamilton Comedies, will be seen in his latest two reel comedy, "Waiting," at the.....Theatre.....

"Waiting" will present the big comedian in one of the funniest roles of the season—that of a small town boy who gets a job as a dishwasher and later as a waiter in a big city cafe.

According to advance reports, the producers have incorporated a number of original and very clever situations and gags in this two reeler and it is said to be one of the best comedies this immensely popular star has made in some time. He will be supported by Ruth Hiatt and a big cast.

POPULARITY and BOX OFFICE VALUE

Popularity, coupled with ability to deliver the laughs in every comedy he makes, has made Lloyd Hamilton one of the leading stars in Short Subjects. His name on posters, lobby displays, slides and on the trailer announcing one of his coming releases, is one of the most valuable box-office assets ever presented to the exhibitor. Hundreds of good showmen through the United States recognize this money getting ability of the Hamilton name and through exploitation and advertising, make this reputation count heavily for them at the box-office.

To these men, the length of the picture means nothing. They are astute enough to see in each Hamilton Comedy an attraction with a star who has a name equal in drawing power to that of the names of starred players in feature length productions. Good sound business sense tells these men that it means money in their pocket when they have a box-

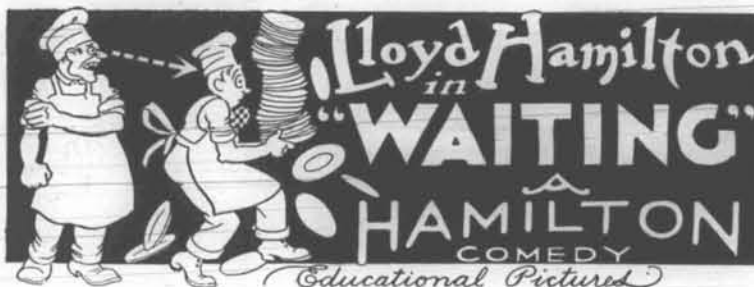
office magnet like Lloyd Hamilton on their program, for they can advertise his comedies and be sure of the same results as those possible with the majority of the so-called "big" stars of the screen.

These men are not slow to advertise the fact that a Lloyd Hamilton Comedy is a part of their program, for they know that it is one of the best investments in practical showmanship they can make. They know that there is a ready made clientele waiting for every Hamilton Comedy and they tell their patrons and the public at large of the Hamilton Comedy by using newspaper advertising.

If you are not advertising your Hamilton Comedies or your other Educational Short Subjects you are deliberately overlooking one of the big money-getting items on your program for these two reels are a big part of your program and a bigger part of the drawing power of your entire bill.



One Column by One Inch "Ad" Cut
For Electro Order No. 3760-E
For Mat (Free) Order No. 3760-M



Two Column by One and One-Half Inch "Ad" Cut
For Electro Order No. 3761-E
For Mat (Free) Order No. 3761-M

For Three Column Cut on Page One Order
Electro No. 3762-E Mat (Free) No. 3762-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch, Newspaper
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

Trailers available through National Screen Service
And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Lloyd Hamilton in "Waiting"—One of his rib-tickling Hamilton Comedies.

* * *

The inimitable Lloyd Hamilton in two reels of crackerjack comedy, "Waiting." A real comedy treat.

* * *

"Waiting"—Lloyd Hamilton as a waiter in his latest two reel Hamilton Comedy. A half hour of fast fun.

* * *

A good laugh a day keeps the doctor away—Keep him away for a month—see Lloyd Hamilton in "Waiting."

* * *

Let Lloyd Hamilton serve you with a half an hour of excellent fun in his latest two reel Hamilton Comedy, "Waiting."

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